1. (Amended) A method of replenishing items in a queue maintained by a content provider for a ~~subscriber~~ content site user, comprising the steps of:

(a) setting up a first user ~~subscriber delivery~~ selection queue for the ~~subscriber~~ first user on a computing system, said first user ~~subscriber~~ delivery selection queue consisting of a list of one or more playable media items ~~to be delivered to~~ selected by the first user ~~subscriber~~;

(b) setting up queue replenishment control rules for the first user ~~subscriber delivery~~ selection queue on said computing system; and
wherein said queue replenishment control rules are specified at least in part by said first user;

(c) ~~monitoring said subscriber delivery queue in accordance with said queue replenishment control rules to determine~~ determining with said computing system based on said queue replenishment control rules if ~~an additional~~ a first playable media item should be added to said ~~subscriber delivery~~ first user selection queue, and/or if a second playable media item should be removed from said ~~subscriber delivery~~ first user selection queue; and

(d) automatically modifying said ~~subscriber delivery~~ first user selection queue with said computing system based on the results of step (c) and generating ~~based on said queue replenishment rules to generate~~ a new ordered list of one or more playable media items for said first user selection queue ~~in response to the results of step (c)~~;

(e) automatically moving a playable media item out of said first user selection queue and into a separate first titles out list for said first user with said computing system when such item is delivered to the first user;
wherein said first titles out list has a first capacity used by said computing system to constrain the first user to a limit of N titles which can be deployed to such user at one time;

(f) in response to a request of said first user, reducing said first capacity of said first titles out list with said computing system so as to increase a second capacity of a second separate user's second titles out list;
wherein said first user can selectively allocate his/her capacity for receiving playable media items to a second user.

2. (Amended) The method of claim 1, wherein the ~~subscriber~~ first user does not need to be connected to the provider over ~~the~~ a network during step (c).

3. (Amended) The method of claim 1 wherein said list of one or more playable media items are set up by a ~~subscriber~~ first user defined priority in a delivery sequence ranging from a first playable media item to be delivered from said ~~subscriber delivery~~ first user selection queue to a last playable media item to be delivered from said ~~subscriber delivery~~ first user selection queue.

4. (Amended) The method of claim 1, wherein said new ordered list is generated automatically without sending a further notification to the first user ~~subscriber~~.

5. (Amended) The method of claim 1, further including a step (c)': sending a notification to the ~~subscriber~~ first user after step (c) when said queue replenishment control rules determine that said ~~subscriber delivery~~ first user selection queue should be modified.

6. (Amended) The method of claim 1, wherein said ~~subscriber delivery~~ first user selection queue is automatically modified in accordance with said queue replenishment control rules after a predefined time delay.

7. (Amended) The method of claim 1, wherein said queue replenishment control rules include a trigger event to be used in determining when said ~~subscriber delivery~~ first user selection queue should be modified.

8. (Amended) The method of claim 7, wherein said trigger event is associated with a quantity of playable media items remaining in said ~~subscriber delivery~~ first user selection queue.

9. (Amended) The method of claim 7 wherein said trigger event is associated with a determination by an item recommendation system that said additional playable media item should be added to said ~~subscriber delivery~~ first user selection queue as a recommended playable media item.

10. (Canceled)

11.   (Amended) A media rental service system for distributing playable media items to a ~~subscriber~~, the system comprising:

(a) a ~~subscriber~~ first user preference routine <u>embodied in a computer readable medium and executing on a computing system</u> for capturing ~~subscriber~~ first user preference data from the ~~subscriber~~ first user during a first data session, said ~~subscriber~~ first user preference data including queue replenishment options; <u>wherein said queue replenishment control rules are specified at least in part by</u> said first user;

(b) a ~~subscriber~~ first user selection routine <u>embodied in a computer readable medium and executing on the computing system</u> for storing titles of one or more playable media items in a ~~subscriber~~ first user selection queue;

(c) a ~~subscriber~~ first user queue replenishing routine <u>embodied in a computer readable medium and executing on the computing system and</u> configured for updating title selections in said ~~subscriber~~ first user selection queue in accordance with said queue replenishment options; <u>wherein said ~~subscriber~~ first user queue replenishing routine optionally</u> automatically selects titles and modifies titles in said ~~subscriber~~ first user selection queue without additional ~~subscriber~~ first user input;

(d) <u>a first user delivery routine embodied in a computer readable medium and executing on the computing system and configured for automatically moving a playable media item out of said first user selection queue and into a separate first titles out list for said first user with said computing system when such item is delivered to the first user;</u>

   <u>wherein said first titles out list has a first capacity used by said computing system to constrain the first user to a limit of N titles which can be deployed to such user at one time;</u>

(e) <u>an exchange routine embodied in a computer readable medium and executing on the computing system and configured for reducing said first capacity of said first titles out list with said computing system in response to a request of said first user, so as to increase a second capacity of a second separate user's second titles out list;</u>

<u>wherein said first user can selectively allocate his/her capacity for receiving playable media items to a second user.</u>

12.   (Amended) The media rental service system of claim 11, wherein said ~~subscriber~~ <u>first user</u> selection queue is maintained at a content provider website, and said ~~subscriber~~ <u>first user</u> preference routine is operable from a separate service website.

13.   (Amended) The media rental service system of claim 11, wherein said ~~subscriber~~ <u>first user</u> selection queue is maintained within a client computing system operated by the ~~subscriber~~ <u>first user.</u>

14.   (Amended) The media rental service system of claim 11, wherein said ~~subscriber~~ <u>first user</u> queue replenishing routine receives recommendations for titles to be added to said ~~subscriber~~ <u>first user</u> selection queue from a recommender system which uses a content filtering algorithm and/or a collaborative filtering algorithm.

15.   The media rental service system of claim 11, wherein said media rental service system is operated at an Internet website.

16.   The media rental service system of claim 11, wherein said playable media items are movies.

17.   (Amended) The media rental service system of claim 11, further including a notification routine for sending a notice to the ~~subscriber~~ <u>first user</u> any changes made by said ~~subscriber~~ <u>first user</u> queue replenishing routine.

18.   (Amended) The media rental service system of claim 11, wherein said ~~subscriber~~ <u>first user</u> queue replenishing routine ensures that at least one item is always maintained in said ~~subscriber~~ selection queue.

19.   (Amended) The media rental service system of claim 11, wherein the ~~subscriber~~ <u>first user</u> can further alter an order of titles in said ~~subscriber~~ <u>first user</u> selection queue without further additional ~~subscriber~~ <u>first user</u> input.

20.   (Amended) The media rental service system of claim 11, wherein the ~~subscriber~~ <u>first user</u> can further specify a type of content to be used by said ~~subscriber~~ <u>first user</u> queue replenishing routine to replenish said ~~subscriber~~ <u>first user</u> selection queue.

21. (New) The method of claim 1, wherein said first user's capacity can be allocated to said second user on a temporary basis.

22. (New) The method of claim 1 wherein said queue replenishment control rules include instructions provided by the first user concerning email notifications.

23. (New) The method of claim 1, wherein said first user can exchange said capacity for access rights to a third playable media item located in a second user delivery queue maintained by the computing system for said second user.

24. (New) The system of claim 11, wherein said first user's capacity can be allocated to said second user on a temporary basis.

25. (New) The system of claim 11 wherein said queue replenishment control rules include instructions provided by the first user concerning email notifications.

26. (New) The system of claim 11, wherein said first user can exchange said capacity for access rights to a third playable media item located in a second user delivery queue maintained by the computing system for said second user.